

PERSONA



proton

RAISE YOUR EXPECTATIONS.

You can usually expect to pay a great deal of money for a car that's well-designed, well-engineered and well-equipped. Or you can pay far less, and expect very little. But with the Persona, whether it's the 4 door saloon or 5 door hatchback, you can raise your expectations without raising your budget.

NO SHORTCUTS.

How do we do it? Do we cut corners in design, skimp on interior comfort or neglect our engineering? Certainly not. The Persona is designed with the kind of subtle, sleek,



aerodynamic body profile that whispers 'expensive'. The ergonomically designed seats will put your mind – and your body – at rest.

On all models, the steering is power assisted and the stereo radio cassette system is Blaupunkt. Most models have electric windows and central door locking.

The Persona is engineered to the high standards of the Malaysians – the people who built the world's tallest tower and one of the longest bridges. So the engines, petrol or diesel, are smooth and responsive.

A SAFE INVESTMENT.

What about the features you can't see? There's been no

penny-pinching there either.

All models feature a rigid passenger safety cell, side impact bars and driver's airbag. With ABS on the XLi, EXi and SEi models, it all adds up to a safe investment. And it's a long-term investment too.

TOUGH, SECURE, AND PROTECTED.

We use tough, galvannealed, corrosion resistant steel for key body panels. Then we paint them in an 8 stage process, and give the whole car an anti-corrosion underbody treatment. Having made the Persona desirable, we make it secure too, with the Proton Security System, which provides a state-of-the-art transponder 2-circuit



immobiliser and a permanent visual deterrent linked to the National Vehicle Security Register.

And finally, we protect your car, your money and you with the UK's best warranty package:

a 6 Year/60,000 miles Power-Train Warranty, 6 Year Unlimited Mileage Bodywork Warranty, 3 Year Unlimited Mileage Paintwork Warranty, and 3 Year/60,000 miles Total Vehicle Warranty. Plus 3 Years' free RAC Membership.

What more could you ask for?

How about a test drive?

THE UK'S BEST WARRANTY PACKAGE*

6 YEAR
/60,000 miles
Power-Train

6 YEAR
Unlimited Mileage
Bodywork

3 YEAR
Unlimited Mileage
Paintwork

3 YEAR
/60,000 miles
Total Vehicle

3 YEAR
RAC Membership



SPECIFICATIONS INCLUDED:

- 12-Valve 1.3 Litre Fuel-Injected Engine
-
- Power Assisted Steering
-
- Driver's Airbag
-
- 'Harlequin' Fabric Seats
-
- Driver's Seat Height Adjuster
-
- 4 Speaker Blaupunkt Stereo Radio Cassette
-
- Transponder 2-Circuit Immobiliser
-
- Full Length Console with Armrest & Storage
-
- Height Adjustable Steering Column
-
- Twin Internally Adjustable Door Mirrors
-
- Rear Wash/Wipe (5 door only)
-
- Body Colour Door Handles, Mirrors and Bumpers

OPTIONS AVAILABLE:

- Metallic Paint
-
- Electric or Manual Sunroof
-
- Air Conditioning



Car shown with optional metallic paint.



1.3 LSi

You can't judge a Persona 1.3 LSi on its looks alone. Because if you're looking for a family car on a tight budget, whether 4 door saloon or 5 door hatchback, it looks like a car that's out of your price range.

But in fact it's completely practical, very realistic and totally affordable.

So you cannot only enjoy the benefits of power assisted steering, driver's airbag, immobiliser and 4 speaker stereo radio cassette - but also enjoy the incredible value.



1.5 GLSi

Whether you have a growing family or an active outdoor hobby, chances are you're going to need a lot more space.

A Persona 1.5 GLSi means that there is no need to compromise.

In 4 and 5 door versions, with a 1.5 litre, 12-valve fuel injected engine and sizeable boot, the 1.5 GLSi doesn't cramp your style, squeeze your family or shrink your budget.



SPECIFICATIONS INCLUDED:

- As 1.3 LSi - plus:
- 12-Valve 1.5 Litre Fuel-Injected Engine
- Central Door Locking
- Front Electric Windows
- Tilt-and-Slide Glass Sunroof
- Ventilated Front Disc Brakes

OPTIONS AVAILABLE:

- Metallic Paint
- Electric Sunroof
- Air Conditioning
- 3 Speed Automatic Transmission





SPECIFICATIONS INCLUDED:

As 1.5 GLSi - plus:

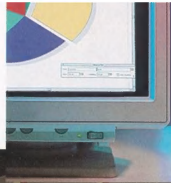
- 16-Valve 1.6 Litre Fuel-Injected Engine
- ABS
- Alloy Wheels
- Disc Brakes All-round, Ventilated at Front
- Wide Low-Profile Tyres
- Tailgate Spoiler (5 door only)

OPTIONS AVAILABLE:

- Metallic Paint
- Electric Sunroof
- Air Conditioning



Car shown with optional metallic paint.



1.6 XLi

This is the car to get you through a busy day, without feeling the strain.

On city streets its 1.6 litre, 16-valve engine is agile and responsive. On motorways it's smooth and economical. And wherever you are driving, the comfortable interior and high level of specification insulate you from the stresses of the outside world.

Hardly surprising it's as popular with businessmen and women as it is with busy parents.

2.0 TDi

This is a turbo diesel with differences that you'll really appreciate!

Not only will you find outstanding economy, but you'll also encounter powerful performance.

Put this together with an impressive level of equipment and comfort, and you have a diesel that's not what you might expect, but just what you want.



Car shown with optional metallic paint.



SPECIFICATIONS INCLUDED:

- As 1.8 EXi - plus:
- 2.0 Litre Diesel Engine
- Manual Tilt-and-Slide Glass Sunroof
- 6 Speaker Blaupunkt Stereo Radio Cassette System (no RDS)
- Rear Drum Brakes 160 Discs Fitted
- ABS currently not available

OPTIONS AVAILABLE:

- Metallic Paint
- Electric Sunroof





SPECIFICATIONS INCLUDED:

- As 1.6 XLi – plus:
 - 16-Valve 1.8 Litre Fuel-Injected Engine
 - Electric Tilt-and-Slide Glass Sunroof
 - Electric Front and Rear Windows
 - 6 Speaker Blaupunkt Stereo Radio Cassette System with RDS
 - Superior Sport Touring Front Seats in 'Riviera' Velour
 - Drinks Holder in Centre Console
 - Chrome Front Grille

OPTIONS AVAILABLE:

- Metallic Paint
- Air Conditioning
- 4 Speed Automatic Transmission



Cars shown with optional metallic paint.

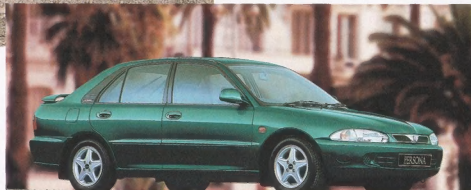
1.8 EXi

Packed full of specification, the Persona 1.8 EXi also packs ample performance under its bonnet with a powerful 1.8 litre, 16-valve, fuel injected engine. It even has an 'intelligent' sunroof that closes automatically if you leave the car. Combined with taut suspension and precise handling it all adds up, as Auto Express discovered, to 'an impressive performer'.

1.8 SEi

SPECIFICATIONS

As 1.8 EXi, apart from: Air Conditioning is standard instead of Electric Sunroof. Manual or Electric Sunroof is available as an Optional Extra.



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